

Events Sponsorship Officer Position Description

Of Division/Branch/Unit	Advocacy
Salary Classification	Grade 3
Employment type	Permanent
Date of Approval	January 2018

Primary purpose

The Events Sponsorship Officer is chiefly responsible for the procurement and management of event sponsors and to assist in the planning, coordination and delivery of a range of events of significance for LGNSW to meet its organisational goals. LGNSW delivers a range of corporate events inclusive of multiday conferences, day seminars and meetings, corporate cocktail parties, award evenings including the award judging processes and small meetings. This position is responsible for enhancing both traditional and contemporary approaches to sponsorship to secure arrangements that contribute to growth in the organisation's events and sponsorship income streams.

Key accountabilities

- Support the development of innovative, enduring commercial sponsorship arrangements and activities which will expand the organisation's relationships within and outside the local government sector and deliver effective partnerships.
- Prepare and present new business proposals and assist in the development of event operational and project plans including budgets, schedules, resource requirements and stakeholder consultation to ensure the delivery of effective events that meet budget, timeframe and other objectives.
- Identify and manage operational support and logistical requirements including artwork, brand management and sponsor benefits, floor plans and layouts of sponsorship areas, sponsors information booklets, cost recovery; and liaise with facility operators and key stakeholders to manage event requirements during the event.
- Develop and maintain cooperative and productive working relationships with cross-functional project teams, internal and external stakeholders to achieve objectives and maximise participation in events.
- Establish and monitor milestones and performance indicators, report on progress, undertake detailed analysis, evaluate event outcomes and make recommendations for improvements to future events and projects to enhance the experience and profitability of events.
- Provide advice and operational support to third-party, large-scale events organisations/venues, and negotiate hire fees, agreements and conditions of hire, managing venue and event issues that may arise.

Key challenges

- Manage a range of events and related activities concurrently, with varying timelines and workloads, in a demanding, high volume work environment, while achieving project deadlines and program milestones, with limited staff support.

Key relationships and role dimensions

Who	Why
Manager Events	<ul style="list-style-type: none">• Receive broad guidance and direction• Provide expert advice and exchange information
Colleagues	<ul style="list-style-type: none">• Develop and maintain effective relationships• Influence others in the achievement of set objectives• Collaborate on matters, exchange information, provide advice and seek feedback
External and other bodies	<ul style="list-style-type: none">• Develop and maintain effective business relationships• Identify innovation and new opportunities for the Association

Decision making

- The Events Sponsorship Officer operates with some degree of autonomy, making day-to-day decisions relating to work priorities and workload management under the guidance of the Manager.
- Accountable for delivering on assigned outcomes and for the accuracy, integrity and quality of advice provided in this context.

Reporting line

The position reports to the Manager Events and Protocol.

Direct reports

Nil.

Essential requirements

- Demonstrated ability to develop strategic business plans to secure corporate sponsorship arrangements and other commercial partnerships with government and corporate sectors.
- Considerable experience and achievement in managing successful events.
- Excellent interpersonal skills and a capacity to build and maintain effective relationships with a range of stakeholders, including senior management, staff, elected representatives, media and external parties.
- Superior written and oral communication, liaison and negotiation skills.
- Demonstrated excellent organisational skills with strong emphasis on time management, financial accountability and flexibility to adjust and adapt workloads to meet competing office priorities.
- Current Drivers Licence (NSW eligibility) with an ability to travel and work out of hours and weekends, as required.